

SHOWCASE REGISTRATION



Attendee Name

Business Name

Address

Phone

Email

2017 • SHOWCASE • 2018

January 24, 2018

Hilton Garden Inn
905 E. Hawkins Parkway
Longview, Texas 75605

- 6:00PM | Shop the Product Gallery and see all that is New!
- 7:00PM | Dinner and Time to Network
- 8:00PM | Sharon McGukin to present *trending top ten*
- 9:30PM | Purchase a Program Design to support Texas Continuing Education

Texas is *trending* and Sharon McGukin will be with us throughout the year as she travels to the three Texas Floral Showcase locations.

Presentations will highlight the *trending top ten* points that retailers florists must learn, understand, and apply to stay in business. This well researched presentation, written exclusively for Texas, will take us to the top!

Sharon McGukin AIFD AAF PFCI inspires others to 'celebrate life with flowers'. She is nationally known for her floral expertise, southern charm, and energetic connection with audiences as an entertaining and informative speaker.

She began her career as a small town florist with floral adventures leading her around the world. She has consulted in Asia for the home décor industry and presented flower demonstrations and tracked floral trends across the United States, Canada, and Europe. From decorating floats at the Rose Bowl Parade to designing flowers for the White House, this floral fashionista has lots of flower stories to share. She often contributes articles or design tips for industry and lifestyle magazines, national newspapers, and blogs.

Texas is delighted to welcome Sharon McGukin!

\$65 Registration Includes
Dinner | Design Presentation
Product Gallery Shopping

Take 30% off Showcase Registration
as a TSFA Member

_____ I am registering for the January 24th Showcase in Longview. At the door registration will be an additional \$10.00.

\$_____ Total Enclosed

_____ Credit Card No.

_____ Expiration Code Zip Code

_____ Signature

Mail check to:
Texas State Florists' Association
PO Box 170760 | Austin, TX 78717
OR REGISTER ONLINE AT TSFA.ORG

Staying the night in Longview?
TSFA has confirmed \$119.00 room rate plus tax per room per night for a standard room.
Hilton Garden Inn
905 E. Hawkins Parkway | Longview, TX 75605
Reservations must be made by January 15, 2018 in order to guarantee rooms and rate and may be made by calling 903-212-3000. Please ask for the Texas Floral Showcase group rate to receive the special pricing.